THE ECONOMIC IMPLICATIONS OF COVID-19 PANDEMIC ON TOURISM AND HOTEL INDUSTRY OF RAJASTHAN: A STUDY OF SELECTED CITIES

Research Protocol

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By
Smriti Gupta

Under the Guidance of

Dr. Varsha Tiwari
Assistant Professor
Faculty of Management
JECRC University, Jaipur

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JECRC UNIVERSITY, JAIPUR

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❖ ABSTRACT:

Rajasthan Tourist Industry can be considered as one of the finest and ancient tourism industry which developed with the growth of transportation and communication . This State has all the qualities and elements to be a model state for tourism in India . Its historical palaces ,forts with the essence of rich culture and flavor of beautiful art attracts both domestic as well as International tourists. Rajasthan is also a part of a golden triangle for tourists visiting India it offers one of its kind handicraft and world famous royal delicacies to its tourists. Easily accessibility to other places of India put this state on the top of the list of tourists hub.

But in the year 2019 a deadly disease spread throughout the world which made whole world suffer a lot and scared everyone so deep. This disease is well known by the name COVID - 19. This pandemic affected whole world's tourism Industry very badly and very less research work is available on the proposed topic. This research will specifically focus on the damages incurred by the Rajasthan's tourism and Hotel industry and will analyze the depth of loss in the economic contexts.

It will also attempt to understand the required measures which policy makers can take to meet uncertain events like this and reduce the damages. So keeping all that aspects in mind ,I am proposing a detailed study on -**THE ECONOMIC IMPLICATIONS OF COVID-19 PANDEMIC ON TOURISM AND HOTEL INDUSTRY OF RAJASTHAN: A STUDY OF SELECTED CITIES**

❖ INTRODUCTION :

- According to WHO (World Health Organization) Coronavirus additionally referred to as (COVID-19) is Associate in Nursing communicable disease caused by a fresh discovered virus. Folks infected with this virus experiences gentle to moderate respiratory disease and recover while not requiring special treatment. Folks with bound underlying medical issues like upset, diabetes, chronic disease, cancer and other people of maturity square measure a lot of doubtless to develop serious health problem.(https://www.who.int/)

- Rajasthan is one of most beautiful states of India which well known for its Tourist Destinations which Attracts International as well as Domestic tourists. It's a place of majestic places like Aravali Hills, Palaces, Desert Safari, various Lakes, Immensely beautiful Forts, Sariska Tiger Reserve of Alwar, Ranthambore of Sawai Madhopur which is a perfect treat for any Traveler who loves to Explore and it is also well known for its culture which is also a major attraction for tourists as well.

- We can define **Tourism** as the activity of travelling from one place to another. We can basically say that tourism is a multiple inter connected activities of tourists while travelling to a particular place. It is an industry which means and covers the same things but from an economic point of view.

- **Hospitality** can be define as "The business of helping people to feel welcome and relaxed and to enjoy themselves."Simply put, the hospitality industry is the combination of the accommodation and food and beverage groupings, collectively making up the largest segment of the industry.

- Different sectors including food ,jewellery, blue pottry ,handicraft industries etc are directly and indirectly relies on the tourists who comes from different parts of the world. But due to nationwide lockdown arrival of tourists stopped and eventually this industry suuffered very badly . Tourism contributes **15%** in Rajasthan's economy and this figure itself is enough to understand the importance and role of tourism in **Rajasthan's Economy**. Many historical places of major cities of the state which used to be the hub for the tourists once are ghosted because of this pandemic scare.

- In 2018 Rajasthan saw 21 percent rise in tourism with 5.2 Crore visitors in three years (India today 11 July, 2019).

- Taking that into consideration this pandemic effected Rajasthan very badly in economic contexts so just to measure the intensity and the depth of the damage incurred in the tourism sector of the state proper research work should be needed.

- **An Insight Into Jaipur Tourism -** Jaipur is the capital city of the state of Rajasthan, it is also well known by the name ' Pink City '. It offers the fusion of old and modern culture which makes it different from the other tourist places across the globe. The unique rajputana architecture , rich culture , tradition and the history of

this state reflects in the tourists places of jaipur which includes - Amber/Amer Fort, Nahargarh Fort, City Palace and Jaigarh Fort ,Hawa Mahal, Jantar Mantar and Jal Mahal etc.

- **An Insight Into Jodhpur Tourism** - Jodhpur is also known as the Sun City the beauty of this city lies in the Sunny City lies under the beautiful Blue Sky . It was once the capital of the Marwar Kingdom . The thing which usually catches the eyes of the tourists the sublime architecture of this beautiful city. This is one of the favourite gateways in state of Rajasthan this city offers you the richness of the tradition and culture.The tourist places of Jodhpur includes - Mehrangarh Fort, Kaylana lake, Osian,Umed Garden etc.

- **An Insight Into Udaipur Tourism - Udaipur** - "The city of Lakes " this beautiful city lies on the Southern slopes of the great Aravalli Hills, this cities comprises of the Hills, Rocky Terrains and Forests. This city offers you the luxury and it is the perfect luxurious tourist destination. The most visited places and the most popular events of Udaipur are City Palace, Lake Palace, Shilpgram Mahotsav and Mewar Festival etc.

❖ Types of Tourism:

- **Heritage Tourism :**

The heritage and ancient cultural diversity with superb past of this lovely state has continually been famed that attracts many tourists every year . Rajasthan's heritage includes varied temples, palaces, monuments and forts. Its richness will be found all over within the state of Rajasthan.

- **Spiritual Tourism :**

The state of Rajasthan is the perfect example of good spiritual tourist destination .The beauty of this state is reflected by its spiritual tourists destinations which add glory to its well image of top tourist places of India. This state offers Govind Dev Ji Temple, Eklingji temple, Dilwara temple in Mount Abu , Khwaja Saheb Dargah (Ajmer).

- **Cultural Tourism :**

India is well known for its rich culture, which attracts the tourists across the globe. The influence of its made culture is clearly visible in varied dance forms, music, totally different festivals, food ,traditional customs, design etc..

- **Wild life & Eco Tourism :**

Wild life and eco tourism is a type of tourism which refers to the involvement of the nature and wild life which includes safari tours ,mountain tourism etc .

- **Desert Tourism :**

Desert Tourism is a type of tourism which offers desert safari, scenic view of Sand dunes and mesmerizing experience of camel rides on sand dunes to its tourist its majorly attracts tourist of places where deserts are not easily seen.

- **MICE Tourism :**

India may be a good destination for hosting conferences, Incentives, Conferences and Exhibitions. With a powerful combination of accommodation and different conference support amenities, Rajasthan may be a good venue to carry self-made conferences and business conferences.

- **Adventure Tourism :**

Adventure tourism is a type of tourism which includes skydiving, hill climbing, scuba diving. Young tourists are really fond of these activities .

Rajasthan Travel Map :

❖ Review of Literature :

In Rajasthan, the Economic Impact of Lockdown Could Outweigh the Coronavirus Health Crisis:

According to a report published in April 2020 it is clearly mentioned that this pandemic hitted tourism industry very badly and they added that the loss in terms of GST alone is around two thousand crore which itself is a very big number and that clearly shows the depth of damage incurred. (HUFFPOST India seventeen,April-2020).

According to trade estimates that the authorities is taking seriously, the official quoted earlier aforementioned, "Revenue loss in Hotels /Restaurants and alternative travel services are going to be over Rs 12-15 Crore and loss of direct and indirect employment of over ten animal product folks is anticipated in next three –four months." (HUFFPOST India,April-2020).

All monuments are Closed until succeeding order :

All 224 protected sites are closed by ASI across the state, until march thirty. Foreign and domestic holidaymakers are currently much "banned" within the states and all standard tourist destinations.(Times Of India, March eighteen,2020).

The decision can hit the tourism sector, that was already troubled since the occurrence of the virus in February. Jaipur is an element of the golden triangle of tourism.(Times Of India, March eighteen,2020).

With concerning eight thousand to ten thousand guests on a lean day, amber fort and Hawa Mahal in Jaipur are the foremost visited historical sites within the states. Alternative standard website for tourists are Chittorgarh and Kumbalgarh forts, that have a mean sound of eight thousand and three thousand severally.(Times Of India ,March eighteen,2020).

Role of tourism trade in RAJASTHAN

Fairs, festivals or events area unit important for the enlargement in business trade Rajasthan as business plays a vital role among the socio-economic development of any country. The potential of business of Rajasthan is but to be abroach whole. This wants combination of efforts on every policy and promoting side (Sharma, A. and Arora, S.2015) there is a necessity for a framework to be evolved that's Government - diode, personal sector driven and community-welfare oriented..

COVID-19 And Tourism (2020)

Found in there study that within the short term, protective folks and maintaining a healthy tourism trade are necessary. Social protection will work to avoid for the worst effects of any form of damage, together with the COVID-19 pandemic. Casual and freelance staff are common in tourism connected sectors and will be helped wherever doable Governments ought to shield staff.

Pandemics, Touristry And international Change: A fast Assessment Of COVID-19 (Daniel Scott, C. MichaelHall , 2020)

Concluded in there study that with the magnitude of the COVID-19 pandemic, there's an pressing needn't to come to business-as-usual once the crisis over, instead of a chance to rethink a change of the worldwide Tourism system. **This raises a substantial range of connected queries and analysis wants**, i.e. the pandemic can support nationalism and tighter borders even within the longer-term or not ; the role of domestic tourism within the recovery and also the longer-term transformation to a lot of resilient destinations.

Rajasthan To Introduce New Tourism Policy Soon Amid COVID-19 Crisis

Rajasthan is a prominent tourism centre and livelihood of thousands of people depends on this sector."State has a large number of religious sites which are ancient and are important from the archaeological point of view".

Rajasthan Government's Response to COVID-19 (till April 26)

Air travellers were to undergo 14-day home isolation and were also required to provide an undertaking for the same. Besides, those violating the mandated isolation/quarantine were liable to be punished under Section.188 of the Indian Penal Code. Penalties are imposed under this section on persons for the willful violation of orders that have been duly passed by a public servant.

Role of Tourism in Economic Development of Rajasthan

Brian et. al. (1993) in his study Social Impacts of Tourism has concluded that the people dependent on tourism can clearly identify the differences between economic benefits and social costs but even this awareness does not stop the further development of tourism.

Indian Government's key policies to boost the sector (pre-COVID-19)

The government has been consistently providing support to the travel and tourism industry. The Ministry of Tourism formulates all national policies and programmes to aid and promote tourism in the country. In the last five years, the Ministry of Tourism has undertaken several initiatives to boost the sector. Other ministries, such as Ministry of Civil Aviation, Ministry of Railways, Ministry of Road Transport, work alongside the Ministry of Tourism.

❖ Statement Of The Research Problem :-

The Economic Implications of Covid-19 Pandemic on Tourism and Hotel Industry of Rajasthan : A Study Of Selected Cities

❖ Objective Of The Study:-

1. To analyze the Economy of Tourism & Hotel Industry of Rajasthan and its Pre Pandemic Status.

2. To Study and Analyze the Challenges Faced by Tourism & Hotel Industry during COVID-19 Pandemic.

3. To Study and Review Preventive as well as Corrective measures taken by the State Government to overcome from the economic loss happened due to COVID-19.

4. To Predict the 'Future of Tourism & Hotel in Rajasthan'.

❖ RESEARCH DESIGN:

- **The study is both Quantitative and Exploratory in Nature.**

➢ Quantitaive Research -:

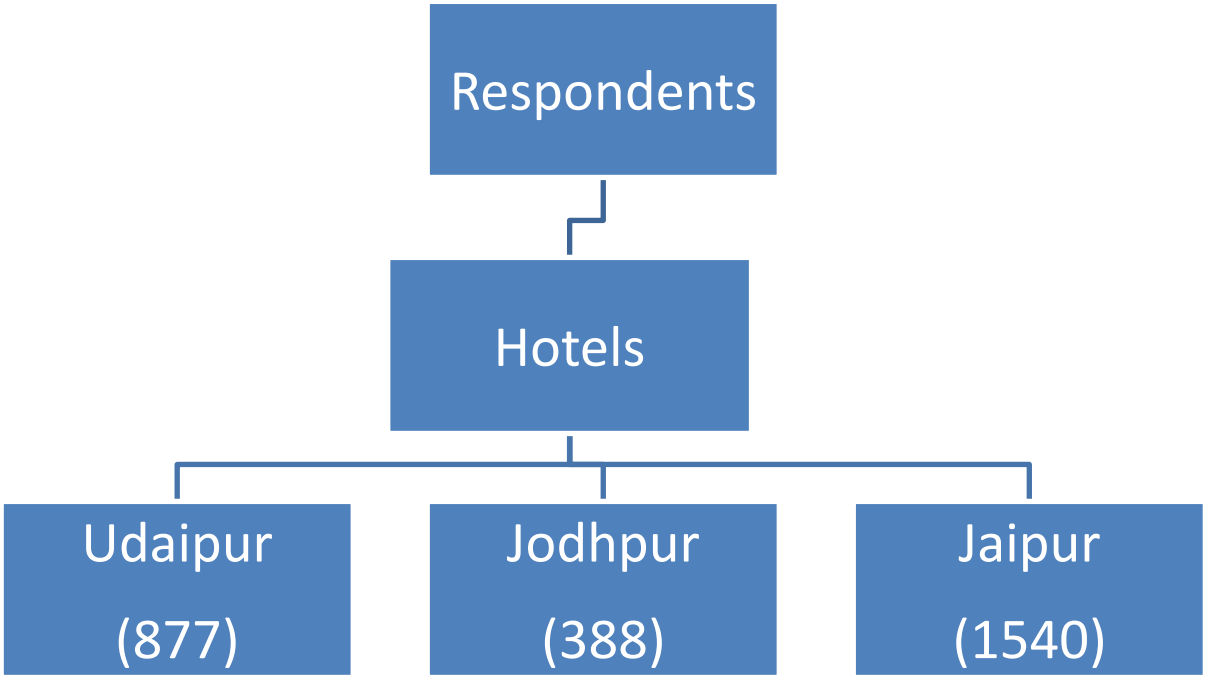
- The procedure by which numerical data is collected and analyzed is called Quantitative Research. Finding out patterns and averages, making predictions, generalizing results, establishing test casual relationship becomes possible using this type of research.

➢ Exploratory Research -:

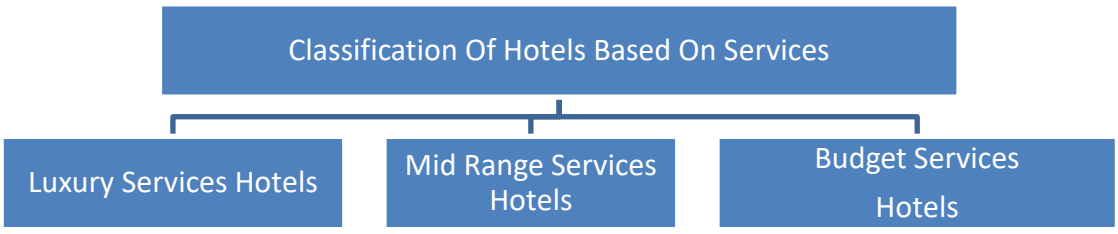
- The initial or preliminary research used to clarify the nature of issue or problem to be resolved. This type research is used to ensure that additional research is also considered while undergoing certain aspects like making experiments, deciding on research priorities, data collection and sharpening those subjects taking note of which becomes difficult without exploratory research.

➢ Hence the research design is formulated in accordance with the requirements of the subject, where both the primary and secondary data sources are tapped effectively, with emphasize on gathering first hand assessment of the situation.

❖ Sampling Profile :



- Sources – www.goibibo.com.
- In this Research we will cover the Hotels as per the classification based on the Services given by Hotel & Restaurant Approval & Classification Committee ("**HRACC**") .



- Population Size - 3000 approx.
- Confidence Level - 95%
- Margin Error - 5%

➢ **Krejcie and Morgan** a well-known Sampling Method.

Formula for determining sample size

$$s = X^2NP(1-P) + d^2(N-1) + X^2P(1-P)$$

s = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = the population size.

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05).

Source: Krejcie & Morgan, 1970

- The calculated sample size according to this method is **342 approx.** which will collected from the Rajasthan (Jaipur, Jodhpur and Udaipur) and method used for sampling is **Simple Random Sampling** .

❖ SOURCES OF DATA COLLECTION :-

➢ PRIMARY DATA

For the study, Primary data will be collected through respondents with the help of questionnaire survey, semi structured interview and a handy camera to record the tourist sites, the infrastructural facilities, and their present conditions, showing the true picture of Rajasthan Tourism after covid -19.

❖ In this Research we will cover the Hotels as per the classification based on the Services given by Hotel & Restaurant Approval & Classification Committee ("**HRACC**") . The population is targeted through selected sample size by segmenting the Rajasthan into selected cities (Jaipur, Jodhpur, Udaipur).

These selected Cities of Rajasthan are covered carefully with proportionate Simple Random sampling method, and from Each City a sample of 114 Hotels are selected for the purpose of study.

- **SECONDARY DATA**

Secondary data about Rajasthan tourism will be collected from various National and International research articles, yearly reports, journals and required data from official website of Ministry of tourism, Government of Rajasthan. Number of foreign and domestic tourist visits to Selected cities of Rajasthan will be analyzed.

❖ Instruments used to conduct study:

- **Instruments:** Tools utilized in this study would be simple factual statistical tools like Trend Analysis. For deep investigation different graphs, charts, reports, maps would be analyzed.

❖ Descriptive Statistics:

- **Data analysis and Findings :** In proposed research study data will be analyzed through the software like SPSS and Excel etc.

- **Study Period :** The data in this research will be analyzed between the time span of four years i.e. **(**2019-2022).

- **Area of Research :** Jaipur, Jodhpur and Udaipur District of Rajasthan.

❖ Hypothesis Of The Study:

1. Ho: There is no significant impact of Covid - 19 Pandemic on Tourism and Hotel Industry in Rajasthan.

Ha : There is significant impact of Covid - 19 Pandemic on Tourism and Hotel Industry in Rajasthan.

2. A) Ho : There are no significant number of challenges faced by Tourism and Hotel Industry of Rajasthan during the Covid-19 Pandemic.

Ha : There are significant number of challenges faced by Tourism and Hotel Industry of Rajasthan during the Covid-19 Pandemic.

B) Ho : Infrastructural facilities play an significant role in the development of Tourism in Rajasthan.

Ha : Infrastructural facilities don't play any significant role in the development of Tourism in Rajasthan.

3. Ho : Government Interventions don't play a vital role in overcoming Tourism and Hotel Industry from Crisis.

Ha : Government Interventions play a vital role in overcoming Tourism and Hotel Industry from Crisis.

4. Ho: Rajasthan doesn't have the Potential to develop it as an important destination in terms of Tourism.

Ha : Rajasthan does have a great Potential to develop it as an important destination in terms of Tourism.

❖ Scope Of The Study:-

- This study will provide the insight of after effects of pandemic like Covid – 19 which will help in future researches and will help to develop a reliable knowledge base about how the downfall in respective sector can effect directly on economy of States like Rajasthan and it will also focus on the action plan for restarting the economy.

❖ Proposed Outcome Of The Study:

- This research will give the brief explanation about the economy of the Rajasthan Tourism & Hotel Industry and will also explore its Pre Pandemic Status.

- It will also help other researchers to understand about the fluctuations which Tourism & Hotel Industry faced during the pandemic.

- It will also explore the familiarity with Preventive as well as Corrective measures taken by the State Government to overcome from the economic loss happened due to COVID-19.

- To come out with useful suggestions to the Department of Tourism for developing Tourism and Hotel in Rajasthan which will be based on information received from the respondents.

❖ Limitations of the Study:-

- This research will analyze the impact of Covid - 19 only on the **Rajasthan's Tourism and Hotel Industry.**

- As the whole world is still fighting against this disease so that's why very less literature is available related to this topic.

- Since, Rajasthan is the largest state in terms of area in the Country, it is quite difficult to reach every nook and corner of the state so we have taken Jaipur, Jodhpur and Udaipur in our study. But other cities of state also contribute in Tourism and Hospitality.

- As this is a communicable disease and people are so much scared from this so we will rely on data from different sites, Reports and online surveys.

- This study will only cover the Hotels Classified on the basis of services**.**

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